

Pine County Retail Trade Overview

Total Taxable and Gross Retail Sales

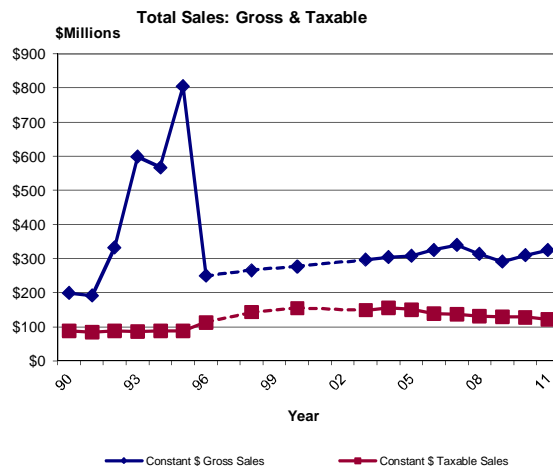
The table below presents gross and taxable retail and services sales for Pine County from 1990 through 2011. Taxable sales in Pine County declined 4.9 percent from 2004 to 2011, while the number of firms fell 1.6 percent. Statewide, taxable sales increased 5.4 percent over the same time period and the number of firms rose 0.3 percent. The per capita sales and pull factor data in this table are based on taxable sales, the more verified sales measure.

The table also presents sales data in constant 2011 dollars. These figures have been adjusted for inflation to reflect their value in 2011. For example, in 1990, taxable sales in Pine County totaled \$50.68 million, an amount worth \$87.39 million in 2011 dollars. In constant dollars, gross sales grew 6.7 percent between 2004 and 2011. Constant dollar taxable sales decreased 21 percent over the same time period.

Year	Estimated Population	Current Dollars		Constant 2011 Dollars		Number of Firms	Per Capita Sales	Pull Factor
		Gross Sales* (\$millions)	Taxable Sales (\$millions)	Gross Sales* (\$millions)	Taxable Sales (\$millions)			
1990	21,264	\$115.53	\$50.68	\$199.20	\$87.39	496	\$2,384	0.54
1991	21,522	\$116.76	\$51.46	\$191.41	\$84.36	529	\$2,391	0.55
1992	21,892	\$205.89	\$54.66	\$332.08	\$88.15	527	\$2,497	0.52
1993	22,351	\$382.46	\$54.74	\$597.60	\$85.53	507	\$2,449	0.49
1994	22,515	\$374.37	\$58.55	\$567.23	\$88.72	482	\$2,601	0.48
1995	22,682	\$546.76	\$59.43	\$804.06	\$87.39	461	\$2,620	0.46
1996	23,250	\$174.23	\$79.29	\$248.90	\$113.27	524	\$3,410	0.51
1997	23,650	NA	NA	NA	NA	NA	NA	NA
1998	24,096	\$191.25	\$102.78	\$265.63	\$142.75	545	\$4,266	0.61
1999	24,616	NA	NA	NA	NA	NA	NA	NA
2000	26,530	\$210.27	\$117.78	\$276.67	\$154.98	528	\$4,440	0.58
2001	27,073	NA	NA	NA	NA	NA	NA	NA
2002	27,340	NA	NA	NA	NA	NA	NA	NA
2003	27,746	\$240.27	\$120.36	\$296.64	\$148.59	520	\$4,338	0.49
2004	28,116	\$251.78	\$128.65	\$303.35	\$155.00	571	\$4,576	0.49
2005	28,485	\$264.34	\$129.86	\$307.37	\$151.00	581	\$4,559	0.48
2006	28,419	\$289.49	\$123.73	\$325.27	\$139.02	589	\$4,354	0.45
2007	28,164	\$311.70	\$125.97	\$338.81	\$136.93	605	\$4,473	0.46
2008	28,297	\$297.40	\$124.42	\$313.05	\$130.97	619	\$4,397	0.46
2009	28,368	\$275.97	\$123.32	\$290.50	\$129.81	607	\$4,347	0.49
2010	29,727	\$299.76	\$124.60	\$309.03	\$128.46	608	\$4,192	0.46
2011	29,647	\$323.67	\$122.37	\$323.67	\$122.37	562	\$4,128	0.44
7 yr Change '04 to '11	5.4%	28.6%	-4.9%	6.7%	-21.0%	-1.6%	-9.8%	-10.4%
3 yr Change '08 to '11	4.8%	8.8%	-1.6%	3.4%	-6.6%	-9.2%	-6.1%	-3.8%

*Gross sales figures are self-reported by firms and not audited by the Dept. of Revenue for accuracy.

Pine County: Retail/Service Sales in Constant Dollars



Pine County

Components of Change*, 2008 to 2011

Category	Taxable Sales 2008	Taxable Sales 2011	Dollar Change	Percent Change
Vehicles & Parts	\$5,773,428	\$5,273,117	-\$500,311	-8.67%
Furniture Stores	\$1,287,666	\$836,734	-\$450,932	-35.02%
Electronics	\$676,978	\$491,902	-\$185,076	-27.34%
Building Materials	\$6,945,170	\$7,939,417	+\$994,247	+14.32%
Food, Groceries	\$10,914,530	\$11,553,554	+\$639,024	+5.85%
Health, Personal Stores	\$119,836	\$157,114	+\$37,278	+31.11%
Gasoline Stations	\$5,908,858	\$6,304,500	+\$395,642	+6.70%
Clothing	\$42,352	\$21,275	-\$21,077	-49.77%
Leisure Goods	\$804,700	\$484,751	-\$319,949	-39.76%
General Merchandise Stores	\$32,622,941	\$31,357,353	-\$1,265,588	-3.88%
Miscellaneous Retail	\$2,572,349	\$2,099,739	-\$472,610	-18.37%
Accommodations	\$2,996,307	\$3,047,034	+\$50,727	+1.69%
Eating & Drinking Places	\$33,182,505	\$34,252,886	+\$1,070,381	+3.23%
Total Retail and Services Sales	\$124,422,914	\$122,370,638	-\$2,052,276	-1.65%

* Figures not adjusted for inflation.

Dollar Changes by Category (in Millions) 2008 - 2011



Pull Factors By Merchandise Category

Pine County

The following tables and charts depict pull factors in Pine County from 1990 to 2000* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

Category Descriptions

Building Materials: Includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; and lawn and garden supplies.

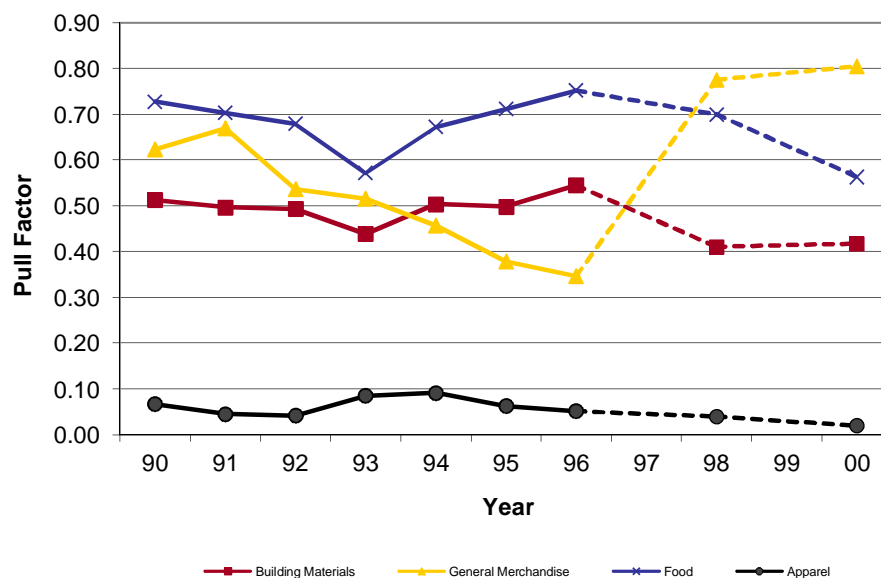
General Merchandise: Includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, catalog showrooms, warehouse clubs, and general stores.

Food: This group is comprised of retail stores primarily engaged in selling food for home preparation and consumption.

Apparel: Retail stores primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for Department Stores even though most of their receipts are from the sale of apparel and apparel accessories.

*Due to a change in how firms are categorized beginning with fiscal year 2003, only data through fiscal year 2000 are presented in this section.

Pull Factors by Merchandise Category (1 of 3)



Pull Factors by Merchandise Category
Pine County, 1990-2000

Year	Building Materials	General Merchandise	Food	Apparel
1990	0.51	0.62	0.73	0.07
1991	0.50	0.67	0.70	0.04
1992	0.49	0.54	0.68	0.04
1993	0.44	0.51	0.57	0.08
1994	0.50	0.46	0.67	0.09
1995	0.50	0.38	0.71	0.06
1996	0.54	0.35	0.75	0.05
1997	NA	NA	NA	NA
1998	0.41	0.77	0.70	0.04
1999	NA	NA	NA	NA
2000	0.42	0.80	0.56	0.02
% Change, '90 to '00	-18.66%	29.18%	-22.60%	-70.64%
% Change, '98 to '00	1.68%	3.86%	-19.51%	-50.47%

These pull factors are calculated using taxable sales. Although taxable sales do not capture the full extent of sales in stores with a large number of un-taxed goods, like grocery and apparel stores, these data are audited by the Minnesota Department of Revenue. Since sales tax laws apply statewide, all cities are compared on the same basis.

Pull Factors By Merchandise Category

Pine County

The following tables and charts depict pull factors in Pine County from 1990 to 2000* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

Category Descriptions

Furniture: This group includes retail stores selling goods used for furnishing the home such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electric and gas appliances.

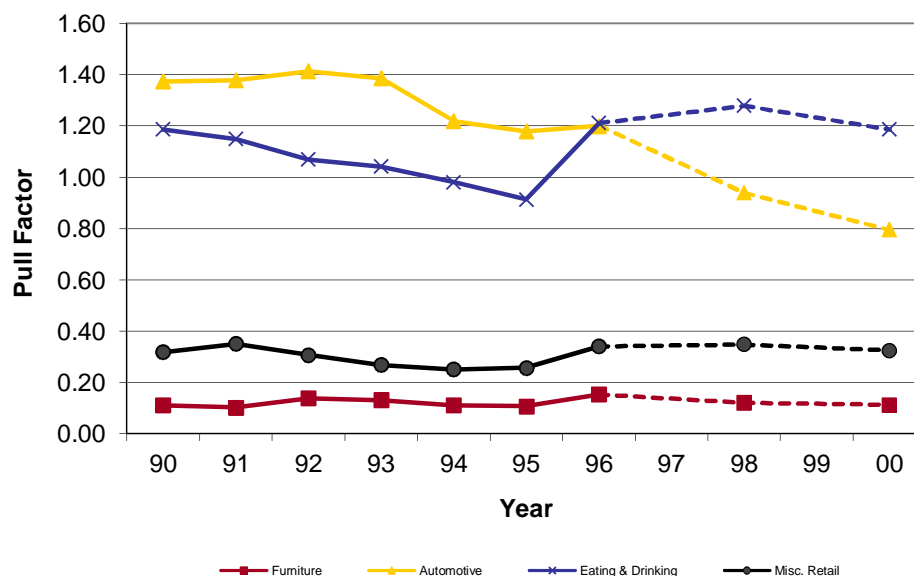
Automotive: Establishments selling new and used automobiles, boats, recreational vehicles and utility trailers, and motorcycles and mopeds; dealers selling new automobile parts and accessories; and gasoline service stations.

Eating & Drinking: This major group includes retail establishments engaged in selling prepared food and drinks for consumption on the premises. Also included are caterers which serve prepared food other than at the place of business and lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption.

Miscellaneous Retail: This category includes retail establishments not elsewhere classified. These establishments fall into the following categories: liquor stores; used merchandise stores; miscellaneous shopping goods stores; nonstore retailers, fuel dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

*Due to a change in how firms are categorized beginning with fiscal year 2003, only data through fiscal year 2000 are presented in this section.

Pull Factors by Merchandise Category (2 of 3)



Pull Factors by Merchandise Category Pine County, 1990-2000

Year	Furniture	Automotive	Eating & Drinking	Misc. Retail
1990	0.11	1.37	1.19	0.32
1991	0.10	1.38	1.15	0.35
1992	0.14	1.41	1.07	0.31
1993	0.13	1.39	1.04	0.27
1994	0.11	1.22	0.98	0.25
1995	0.11	1.18	0.91	0.26
1996	0.15	1.20	1.21	0.34
1997	NA	NA	NA	NA
1998	0.12	0.94	1.28	0.35
1999	NA	NA	NA	NA
2000	0.11	0.80	1.19	0.32
% Change, '90 to '00	0.86%	-42.11%	0.12%	2.33%
% Change, '98 to '00	-7.14%	-15.39%	-7.20%	-6.86%

These pull factors are calculated using taxable sales. Although taxable sales do not capture the full extent of sales in stores with a large number of un-taxed goods, like grocery and apparel stores, these data are audited by the Minnesota Department of Revenue. Since sales tax laws apply statewide, all cities are compared on the same basis.

Pull Factors By Merchandise Category

Pine County

The following tables and charts depict pull factors in Pine County from 1990 to 2000* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

Category Descriptions

Lodging: Includes establishments engaged in providing lodging, or lodging and meals, and camping facilities.

Personal Services: includes establishments primarily engaged in providing services generally to individuals, such as barber and beauty shops, drycleaning plants, laundries, and photographic studios.

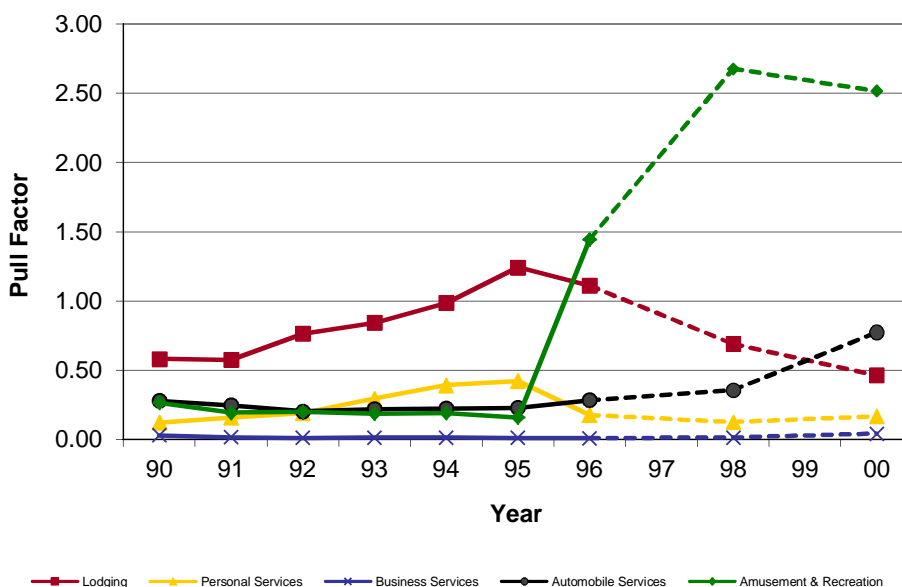
Business Services: Includes establishments primarily engaged in providing services, not elsewhere classified, to business establishments on a contract or fee basis.

Automobile Services: Includes establishments primarily engaged in furnishing automotive repair, rental, leasing, parking, and other services.

Amusement and Recreation: This group includes establishments primarily engaged in providing amusement, recreation, or entertainment services, not elsewhere classified.

*Due to a change in how firms are categorized beginning with fiscal year 2003, only data through fiscal year 2000 are presented in this section.

Pull Factors by Merchandise Category (3 of 3)



Pull Factors by Merchandise Category
Pine County, 1990-2000

Year	Lodging	Personal Services	Business Services	Automobile Services	Amusement & Recreation
1990	0.58	0.12	0.03	0.28	0.26
1991	0.57	0.16	0.01	0.25	0.19
1992	0.76	0.19	0.01	0.20	0.20
1993	0.84	0.29	0.01	0.22	0.19
1994	0.99	0.39	0.01	0.22	0.19
1995	1.24	0.42	0.01	0.23	0.16
1996	1.11	0.18	0.01	0.28	1.45
1997	NA	NA	NA	NA	NA
1998	0.69	0.12	0.01	0.35	2.68
1999	NA	NA	NA	NA	NA
2000	0.46	0.17	0.04	0.77	2.52
% Change, '90 to '00	-20.42%	39.03%	35.62%	178.03%	854.41%
% Change, '98 to '00	-32.98%	35.10%	229.13%	117.67%	-5.98%

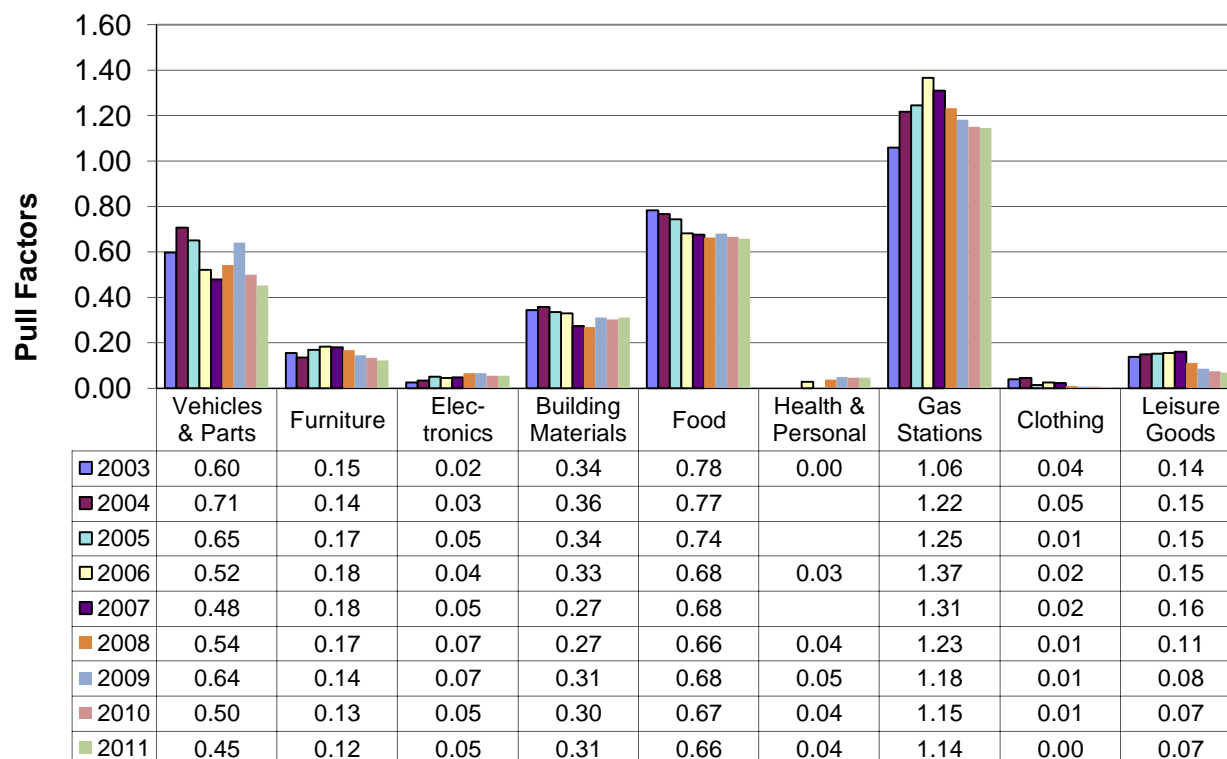
These pull factors are calculated using taxable sales. Although taxable sales do not capture the full extent of sales in stores with a large number of un-taxed goods, like grocery and apparel stores, these data are audited by the Minnesota Department of Revenue. Since sales tax laws apply statewide, all cities are compared on the same basis.

Pull Factors By Merchandise Category

Pine County

The following tables and charts depict pull factors in Pine County from 2003 to 2011* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

Pull Factors by NAICS Merchandise Category (1 of 2)



NAICS Category Descriptions

Motor Vehicles & Parts: Establishments that sell new & used autos, boats, motorcycles, golf carts, RV's, campers, trailers, tires, and parts.

Furniture: Stores that sell furniture, beds, carpeting, window coverings, lamps, china, kitchenware, & woodburning stoves.

Electronics: Establishments primarily engaged in retailing household-type appliances, sewing machines, cameras, computers, and other electronic goods.

Building Materials: Establishments that sell lumber, hardware, paint, wallpaper, tile, hardwood floors, roofing, fencing, ceiling fans, lawn equipment, and garden centers.

Food: Grocery stores, deli's, bakery, & butcher shops that sell food to be prepared at home. Liquor stores.

Health & Personal: Pharmacies, food supplements, vision supplies, cosmetics, & hearing aid stores.

Gas Stations: Retailers that sell fuel along with convenience store items.

Apparel: New clothing and accessories, jewelry, shoes, bridal shops, clock shops, and luggage stores.

Leisure Goods: Sporting goods, books, music, hobby stores, fabric shops, and toy stores.

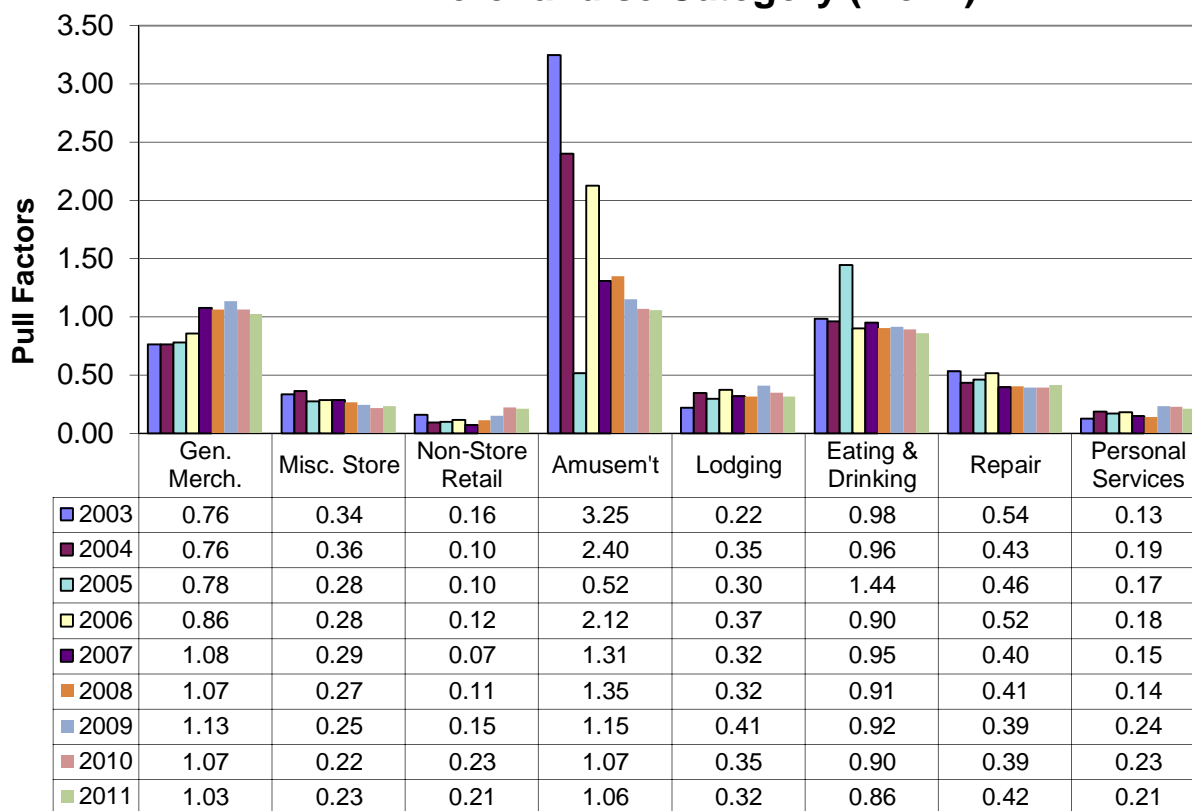
*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

Recent Trends By Merchandise Category

Pine County

The following tables and charts depict pull factors in Pine County from 2003 to 2011* by merchandise category. Pull factors are a measure of trade area size that provide a useful measure of changes over time because they account for changes in population and state-wide industry trends.

**Pull Factors by NAICS
Merchandise Category (2 of 2)**



NAICS Category Descriptions

General Merchandise: Establishments that sell a mixed line of goods. Examples are department stores, supercenters, and dollar stores.

Miscellaneous Store Retailers: Stores not covered in other categories such as florists, office supplies, pets, antiques, tobacco, art, used merchandise, and trophies.

Non-Store Retail: Retailers that do not use stores. This includes mail order, internet selling, bazaars, vending machines, fuel oil dealers, firewood dealers, door-to-door sales, and produce stands.

Amusement: Establishments such as golf courses, bowling lanes, marinas, amusement parks, water parks, shooting ranges, pool halls, horseback riding, ballrooms, health club facilities, ski hills, and casinos.

Lodging: Seasonal resorts, hotels, boarding houses, bed & breakfast, campgrounds, and RV parks.

Eating & Drinking: Restaurants, donut shops, coffee house, cafeteria, caterers, taverns, and nightclubs.

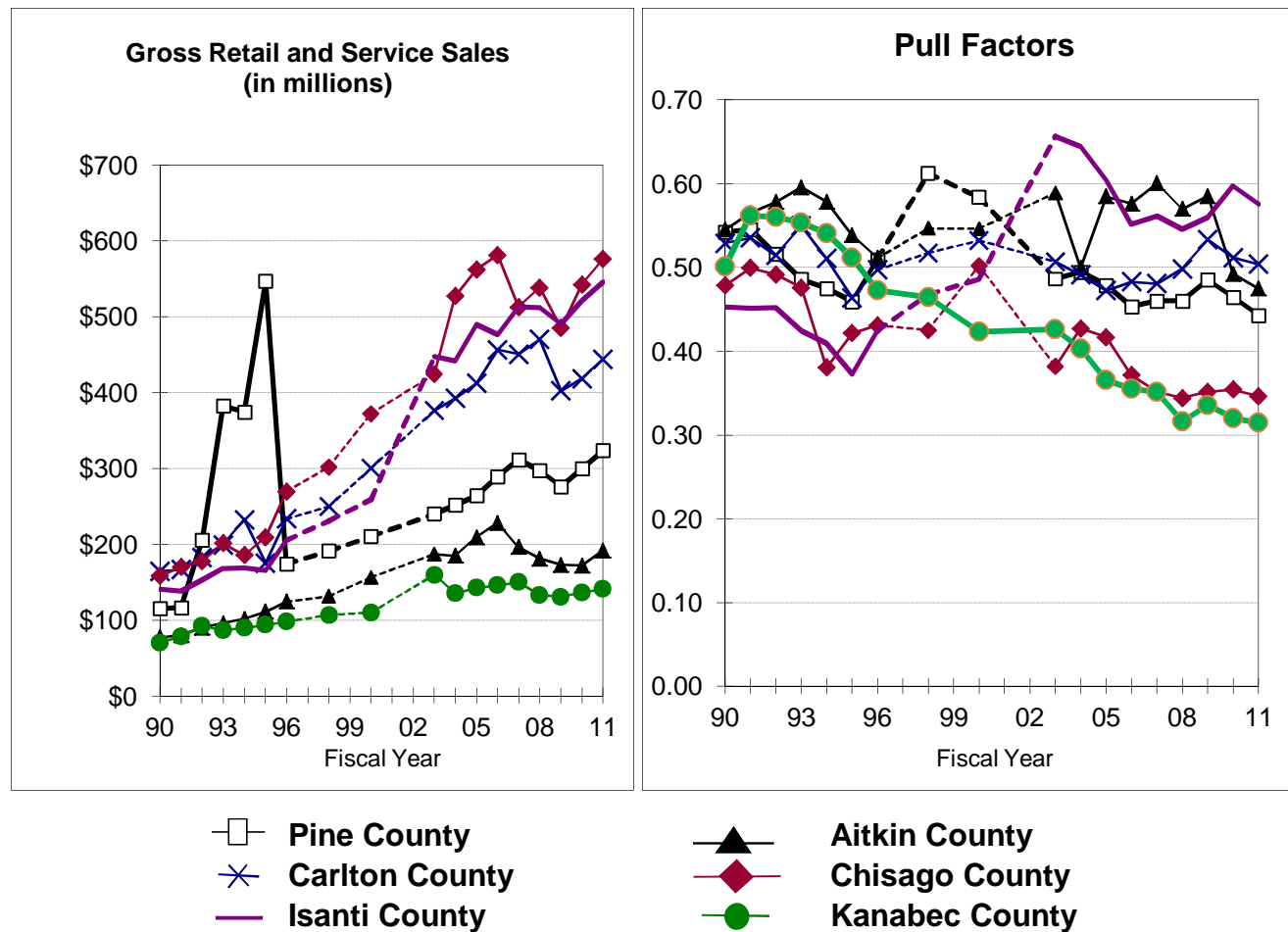
Repair: Businesses that return equipment to working order. Examples: cars, lawnmowers, small engines, knives, shoes, computers, furniture, and appliances.

Personal Services: Barbers, beauty salons, tanning facilities, funeral homes, laundromats, dry cleaners, pet groomers, and kennels.

*Caution should be used when comparing pull factors before 2003 to those in later years due to the switch from SIC to NAICS.

Comparison with Neighboring Counties

Pine County



Comparison with Neighboring Counties, 2011

Town	Population	Gross Sales (\$millions)	Taxable Sales (\$millions)	Number of Firms	Per Capita Taxable Sales	Pull Factor (Taxable Sales)
Pine County	29,647	\$323.67	\$122.37	562	\$4,128	0.44
Aitkin County	16,202	\$191.80	\$71.69	412	\$4,425	0.47
Carlton County	35,492	\$443.88	\$166.68	677	\$4,696	0.50
Chisago County	53,929	\$576.07	\$174.11	1,008	\$3,228	0.35
Isanti County	38,209	\$546.20	\$205.08	668	\$5,367	0.58
Kanabec County	16,170	\$141.07	\$47.44	311	\$2,934	0.31

Trade Area Analysis of Retail Sales

Pine County

The following tables provide information on retail sales by merchandise category. "Potential sales" is a standard to which actual performance is compared. In calculating potential sales, population and income characteristics are taken into account. Potential sales can be used as a guideline or "par value" in analyzing retail strength.

Deviations from these norms can be analyzed to first judge whether they should be considered relevant. If the differences appear to be significant (whether in dollar amounts or relatively with percentages), additional consideration is merited. Categories with undesirable performance may be further examined for potential corrective action. It is also important to determine whether or not the situation is relatively uncontrollable due to external or extenuating circumstances. In cases of favorable differences from expectations, the positive aspects should be identified and built upon.

Trade Area Analysis by Merchandise Category, 2011

Merchandise Group	Potential Sales (\$millions)	Actual Sales (\$millions)	Variance Between Actual & Potential		Trade Area Pop. Gain or Loss	Number of Firms	Percent of Total Sales
			In Dollars (millions)	As % of Expected			
Vehicles & Parts	\$7.47	\$5.27	-\$2.20	-29.4%	-8,714	22	4.3%
Furniture Stores	\$4.42	\$0.84	-\$3.58	-81.1%	-24,029	7	0.7%
Electronics	\$5.93	\$0.49	-\$5.44	-91.7%	-27,187	5	0.4%
Building Materials	\$16.34	\$7.94	-\$8.40	-51.4%	-15,239	15	6.5%
Food, Groceries	\$11.27	\$11.55	+\$0.28	+2.5%	740	25	9.4%
Health, Personal Stores	\$2.26	\$0.16	-\$2.10	-93.1%	-27,587	4	0.1%
Gasoline Stations	\$3.54	\$6.30	+\$2.77	+78.3%	23,214	17	5.2%
Clothing	\$3.44	\$0.02	-\$3.42	-99.4%	-29,464	6	0.0%
Leisure Goods	\$4.61	\$0.48	-\$4.13	-89.5%	-26,532	22	0.4%
General Merchandise Stores	\$19.57	\$31.36	+\$11.78	+60.2%	17,846	12	25.6%
Miscellaneous Retail	\$5.80	\$2.10	-\$3.70	-63.8%	-18,921	65	1.7%
Amusement & Recreation	\$5.33	\$8.78	+\$3.46	+64.9%	19,237	15	7.2%
Accommodations	\$6.15	\$3.05	-\$3.10	-50.4%	-14,955	24	2.5%
Eating & Drinking Places	\$25.59	\$34.25	+\$8.66	+33.8%	10,035	66	28.0%
Repair, Maintenance	\$4.32	\$2.79	-\$1.52	-35.3%	-10,452	51	2.3%
Personal Services, Laundry	\$2.83	\$0.95	-\$1.89	-66.6%	-19,750	45	0.8%
Total Taxable Retail & Service	\$177.38	\$122.37	-\$55.01	-31.0%	-9,194	562	100.0%

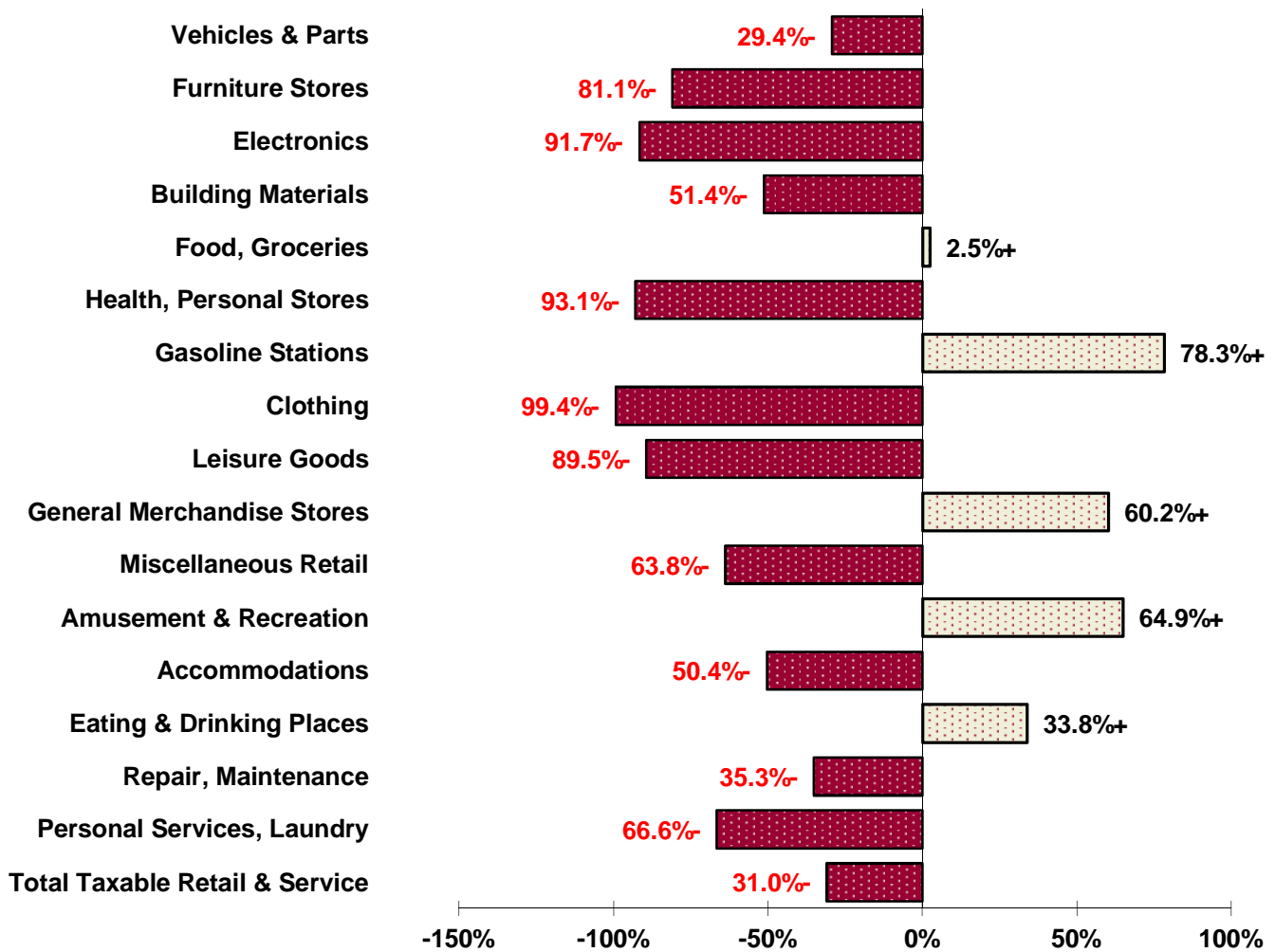
*All retail and service categories are included in Total Sales, including some categories not shown. Therefore, the merchandise groups shown here generally will not sum to Total Sales.

Pine County Retail Trade Performance in Percentages

The chart below depicts the percentage amount Pine County's actual sales were above or below potential sales in 2011 by merchandise group. Of the 16 merchandise categories with reported data, sales in 5 of the categories were above what would be expected based on the county's population and income characteristics as well as statewide spending patterns. The strongest merchandise group by this standard is the Gasoline Stations category, which has a 78.3 percent surplus. Overall, Pine County had a retail sales leakage of 31 percent.

It is important to note that variations in a county's relative retail performance may occur for a variety of reasons, some of which are beyond the control of local policy. Proximity to larger population centers and transportation patterns, as well as the individual retailer's management and marketing, can cause the retail sales of a particular county to deviate substantially from potential sales. It is important that decision-makers consider these influences when constructing policies, plans, or projects.

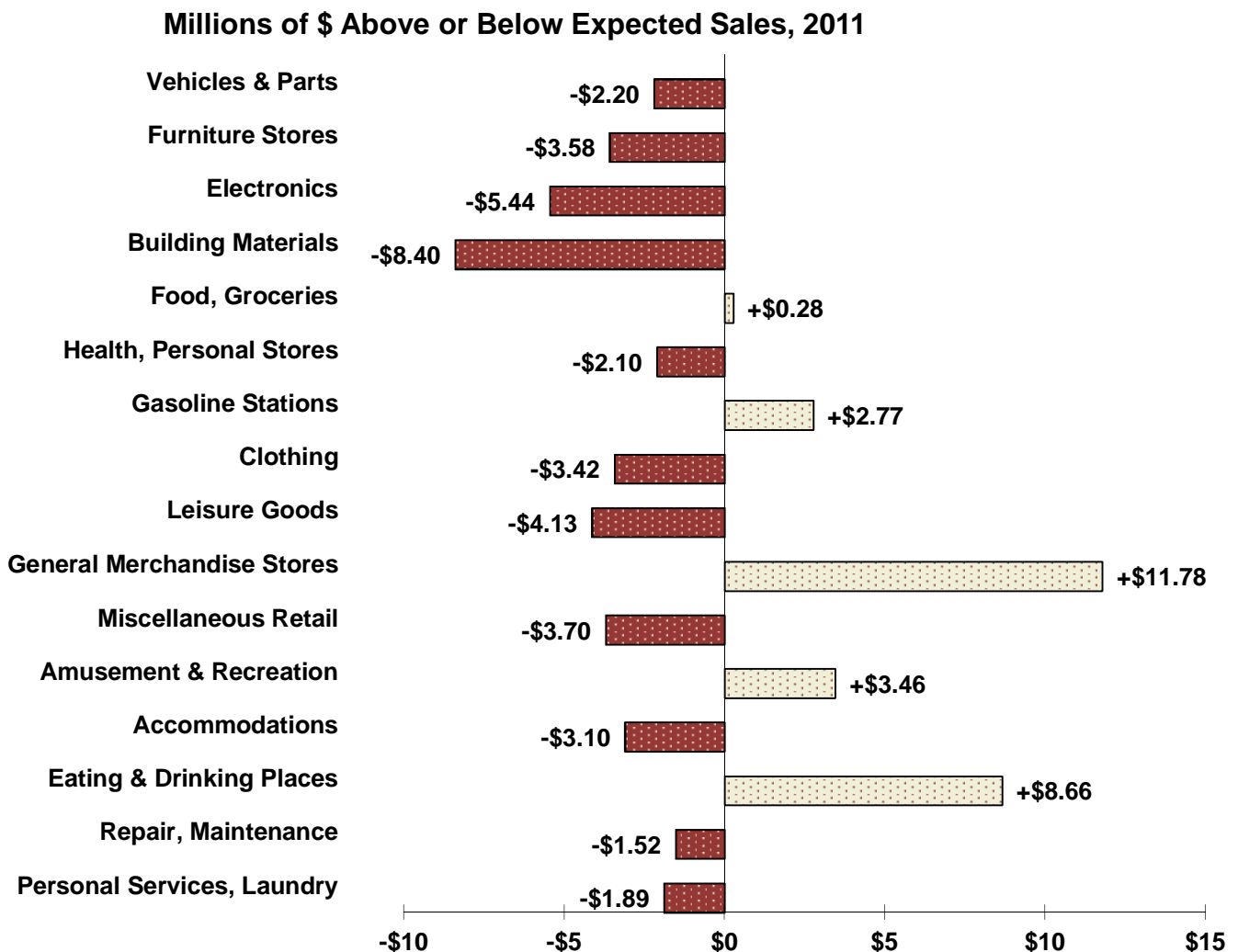
Percentage Above or Below Potential Sales, 2011



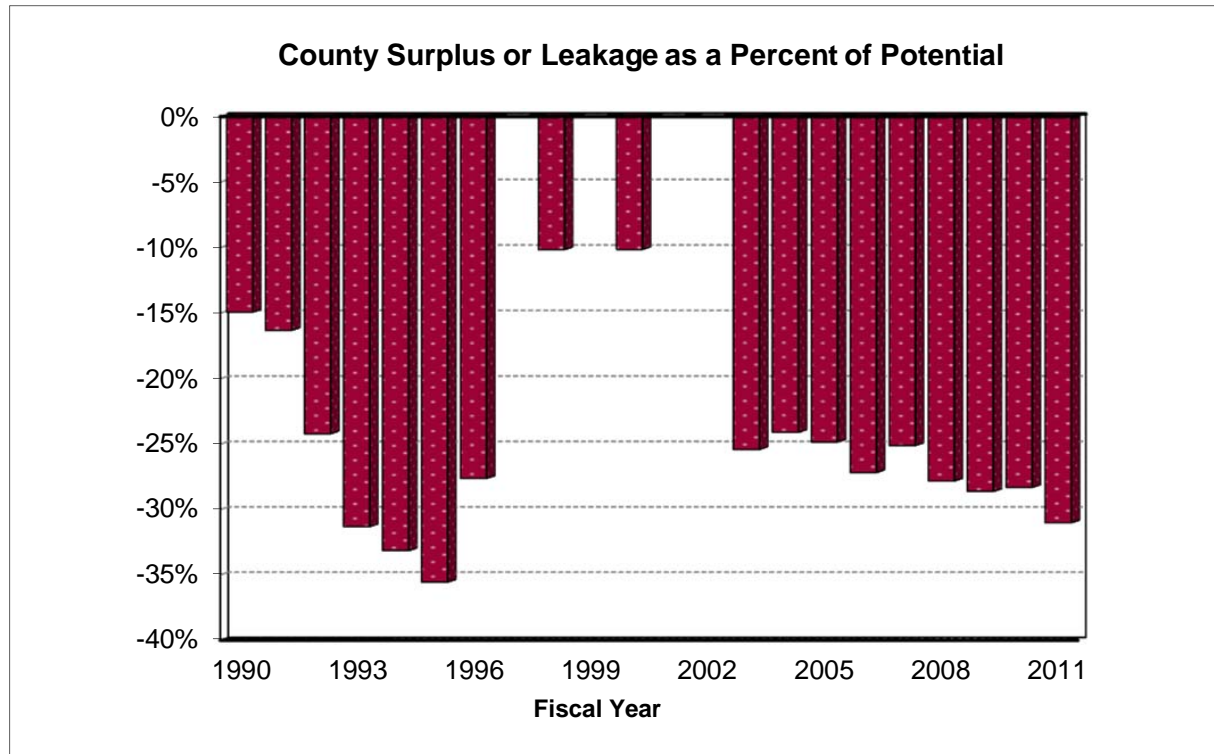
Pine County Retail Trade Performance in Dollars

The chart below depicts the dollar amount Pine County's actual sales were above or below expected sales in 2011 by merchandise group. Of the 16 merchandise categories with reported data, sales in 5 of the categories were above what would be expected based on the performance in similar-sized Minnesota towns. The strongest merchandise group by this standard is the General Merchandise Stores category, which has a \$11.8 million surplus. Overall, Pine County had a retail sales leakage of \$55.0 million in 2011.

It is important to note that variations in a town's relative retail performance may occur for a variety of reasons, some of which are beyond the control of local policy. Proximity to larger population centers, management, marketing, and transportation patterns are just a few factors that can cause the retail sales of a particular city to deviate substantially from expected sales. It is important that decision-makers consider these influences when constructing policies, plans, or projects.



Pine County Retail Trade Surplus or Leakage



Fiscal Year	Population Estimate	Index of Income	Potential Sales (in millions)	Actual Sales (in millions)	Surplus or Leakage (in millions)	Surplus or Leakage as % of Potential	Trade Area Population Gain or Loss
1990	21,264	0.64	\$59.6	\$50.7	-\$8.9	-14.9%	-3,172
1991	21,522	0.65	\$61.5	\$51.5	-\$10.0	-16.3%	-3,510
1992	21,892	0.68	\$72.1	\$54.7	-\$17.5	-24.2%	-5,299
1993	22,351	0.71	\$79.7	\$54.7	-\$24.9	-31.3%	-6,998
1994	22,515	0.71	\$87.6	\$58.6	-\$29.0	-33.1%	-7,462
1995	22,682	0.71	\$92.2	\$59.4	-\$32.8	-35.6%	-8,064
1996	23,250	0.70	\$109.5	\$79.3	-\$30.2	-27.6%	-6,420
1997	23,650	0.70	NA	NA	NA	NA	NA
1998	24,096	0.68	\$114.4	\$102.8	-\$11.6	-10.1%	-2,444
1999	24,616	0.69	NA	NA	NA	NA	NA
2000	26,530	0.65	\$131.1	\$117.8	-\$13.3	-10.1%	-2,690
2001	27,073	0.66	NA	NA	NA	NA	NA
2002	27,340	0.67	NA	NA	NA	NA	NA
2003	27,746	0.65	\$161.3	\$120.4	-\$41.0	-25.4%	-7,049
2004	28,116	0.65	\$169.5	\$128.6	-\$40.8	-24.1%	-6,775
2005	28,485	0.64	\$172.8	\$129.9	-\$42.9	-24.8%	-7,075
2006	28,419	0.62	\$169.9	\$123.7	-\$46.2	-27.2%	-7,721
2007	28,164	0.61	\$168.2	\$126.0	-\$42.2	-25.1%	-7,070
2008	28,297	0.64	\$172.4	\$124.4	-\$47.9	-27.8%	-7,870
2009	28,368	0.68	\$172.7	\$123.3	-\$49.4	-28.6%	-8,115
2010	29,727	0.65	\$173.8	\$124.6	-\$49.2	-28.3%	-8,414
2011	29,647	0.64	\$177.4	\$122.4	-\$55.0	-31.0%	-9,194

State of Minnesota Per Capita Taxable Retail Sales & Threshold Levels for Selected Goods and Services 2011

Threshold level refers to the number of people per business, which can be used as a general guide for determining the "critical mass" necessary to support a business. These are broad averages for the state as a whole and do not reflect differences in income, tourism, agglomeration, establishment, etc. Further, the business counts are based on the number of sales tax returns filed and are converted to "full-time equivalents." Multiplying people per business by sales per capita yields average sales per firm. In addition to state averages, averages for the non-metropolitan regions were calculated by excluding the seven county Minneapolis-St. Paul metropolitan region.

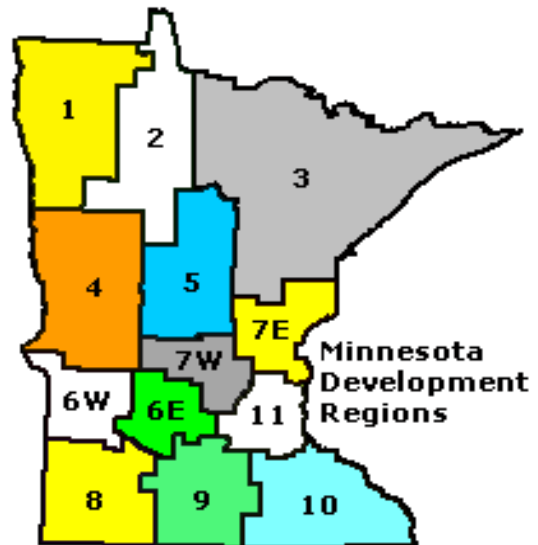
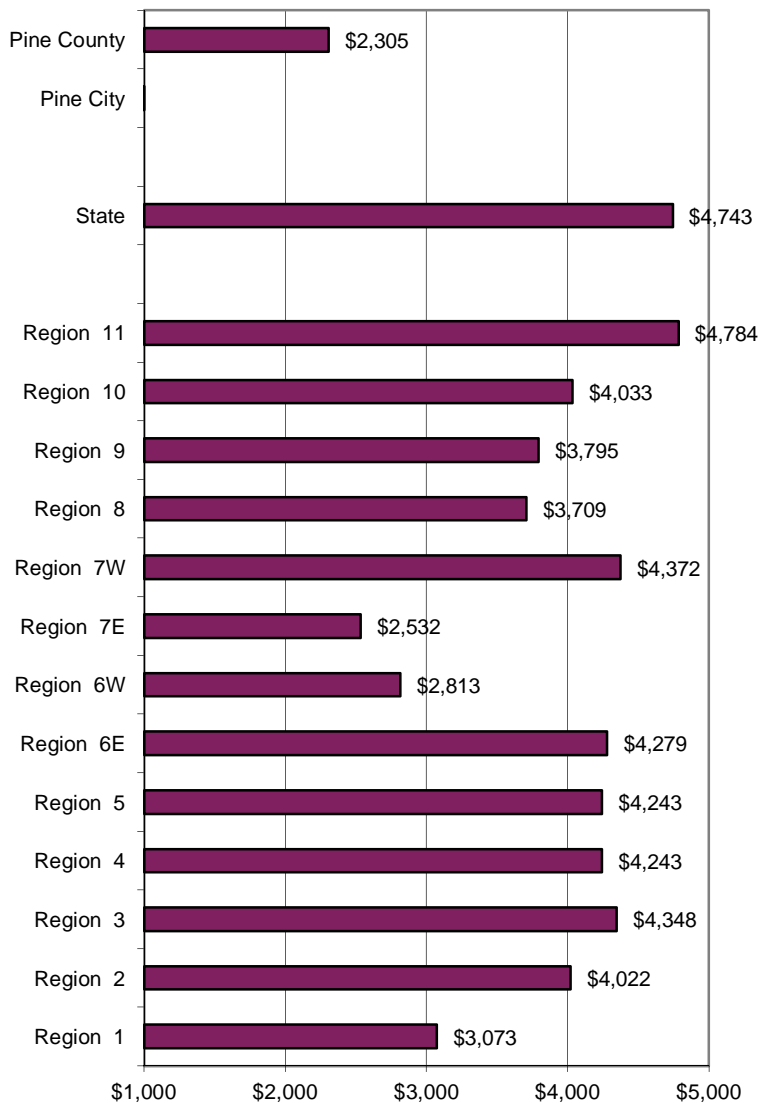
Business Activity / Store Type NAICS	People Per Business		Sales Per Capita		
	State	Non-Metro	State	Non-Metro	Pine City
RETAIL TRADE					
441 Vehicles, Parts	1,841	1,444	\$392.08	\$376.48	NA
442 Furniture Stores	2,505	2,862	\$230.87	\$151.39	NA
443 Electronics	3,127	4,057	\$310.16	\$134.65	NA
444 Building Materials	2,257	1,738	\$857.89	\$913.76	NA
445 Food and Beverage Stores	1,509	1,352	\$592.44	\$493.29	NA
446 Health, Personal Stores	3,265	3,720	\$117.24	\$70.03	NA
447 Gasoline Stations	2,609	1,925	\$185.47	\$220.16	NA
448 Clothing & Accessory Stores	1,451	1,838	\$180.93	\$84.94	NA
451 Leisure Goods	1,307	1,262	\$242.49	\$163.19	NA
452 General Merchandise	5,054	3,959	\$1,019.03	\$1,054.64	NA
453 Miscellaneous Merchandise	391	374	\$320.60	\$234.25	NA
454 Non-store Retail	841	958	\$294.16	\$84.21	NA
Retail Total			\$4,743.35	\$3,981.01	\$0.00
INFORMATION					
511 Publishing Industry	7,947	19,990	\$24.59	\$0.65	
512 Movie & Recording Industry	14,609	44,705	\$25.45	\$9.66	
515 Broadcasting	56,129	122,940	\$107.25	\$3.39	
516 Info -Internet Publ/Brcst	205,086	NA	\$0.01	NA	
517 Telecommunications	6,115	10,690	\$727.36	\$252.65	
518 Internet Service	8,491	44,705	\$63.47	\$1.05	
519 Other Information Services	3,941	5,652	\$156.76	\$32.74	
FINANCE AND INSURANCE					
522 Credit Intermediation	7,265	7,906	\$21.08	\$5.15	
523 Securities, Commodities	25,152	153,675	\$2.89	\$0.23	
524 Insurance Carriers	11,345	27,320	\$1.47	\$0.42	
525 Funds, Trusts	296,236	NA	\$4.08	NA	
REAL ESTATE AND RENTAL AND LEASING					
531 Real Estate	3,065	4,545	\$33.30	\$21.64	
532 Rental, Leasing Services	2,833	4,005	\$255.95	NA	
533 Lessors Nonfinancial Assets	592,472	NA	\$0.13	NA	
PROFESSIONAL, SCIENTIFIC, AND TECHNICAL SERVICES					
541 Prof, Scientific, Technical Services	456	781	\$241.61	\$68.76	
551 Mgmt Of Companies	26,931	129,411	\$30.96	\$2.73	
ADMINISTRATIVE & SUPPORT; WASTE MGMT & REMEDIATION SVCS					
561 Admin, Support Services	527	614	\$17.35	\$120.92	
562 Waste Mgmt, Remediation	15,546	14,379	\$14.65	\$0.87	
EDUCATIONAL SVCS; HEALTH & SOCIAL ASSISTANCE					
611 Educational Services	4,569	5,827	\$17.35	\$15.03	
621 Health -Ambulatory Care	1,152	1,454	\$14.65	\$9.87	
622 Health -Hospitals	96,950	144,635	\$10.92	\$8.43	
623 Health -Nursing,Residential Care	16,611	13,970	\$1.68	\$1.67	
624 Health -Social Assistance	18,014	31,124	\$1.80	\$1.94	
ARTS, ENTERTAINMENT & RECREATION					
711 Performing Art, Spectator Sports	2,732	4,037	\$62.49	\$9.21	
712 Museums, Historical Sites	64,244	84,786	\$4.25	\$0.43	
713 Amusement, Gambling, Recr	2,314	1,944	\$279.72	\$133.46	NA
ACCOMMODATION & FOOD SERVICES					
721 Accommodation	2,164	1,218	\$321.69	\$300.10	NA
722 Food Services, Drinking Places	471	460	\$1,345.00	\$992.05	NA
OTHER SERVICES					
811 Repair, Maintenance	603	449	\$226.81	\$228.14	NA
812 Personal, Laundry Service	634	553	\$148.82	\$49.40	NA
TOTAL RETAIL AND SERVICES			\$9,322.56	\$6,439.25	

Compare the Community to the Region

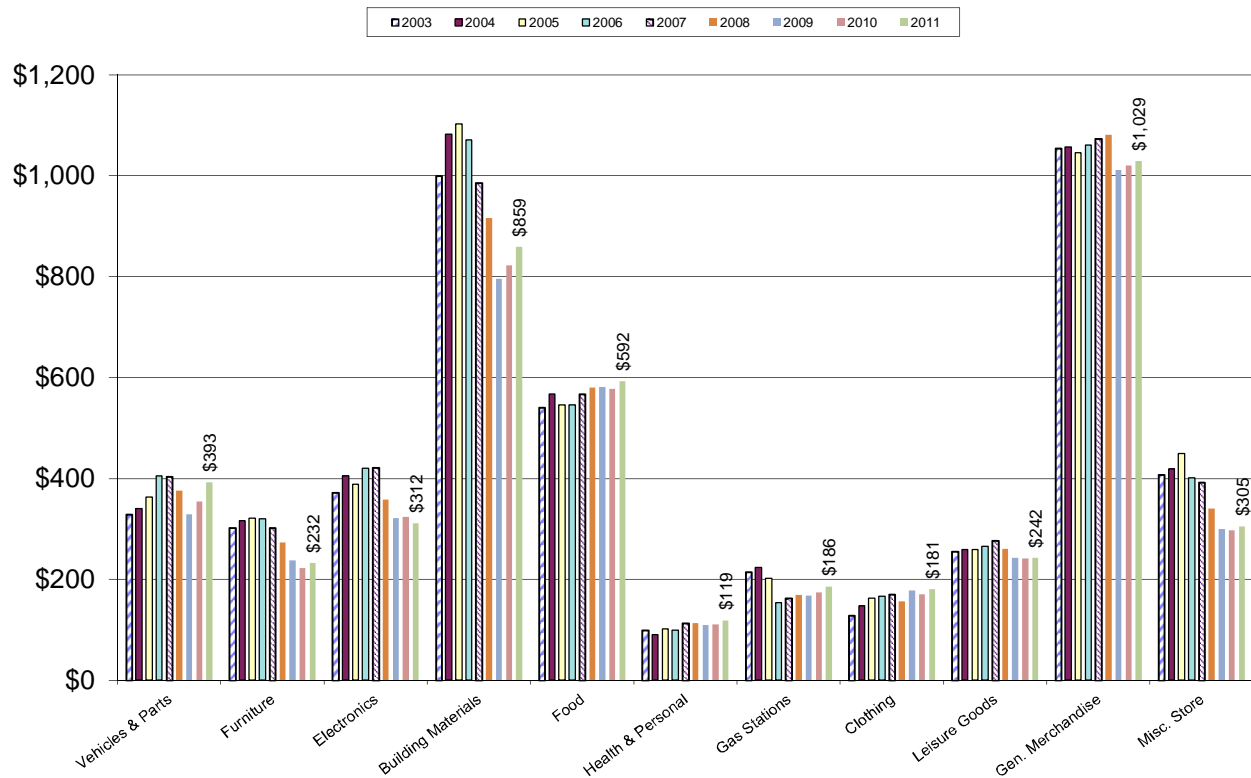
Pine City and Pine County

On other pages of this report we compared communities using a combination of retail sectors and service sectors. The information on this page only includes businesses in **retail trade** and does not include service sectors. The retail trade sectors include the following: building materials, motor vehicles & parts, clothing, food stores, electronics, convenience stores, leisure goods, health stores, furniture, general merchandise, non-store retail, and miscellaneous stores.

2011 Retail Sales per capita



Minnesota Taxable Sales per Capita Trend



Minnesota Taxable Sales per Capita Trend Adjusted to 2011 Dollars

